IOWA Community Transformation Grant Briefing

Iowa's award of the Community Transformation Grant (CTG) began September 30, 2011. About two-thirds of the funds awarded to Iowa are distributed to local boards of health to fund activities preventing leading causes of death and disability.

In only three quarters of activity, our health partners have accomplished amazing things with their CTG funding. In Scott County, the Homz Management Corporation adopted a voluntary smoke-free policy for their eight building multiunit housing complex with the assistance of the Scott County Health Department. Thanks to this collaborative effort, almost 600 people in this complex will be protected from the dangers of second hand smoke and Homz Management Corporation will benefit from greater demand for their units and a reduction in maintenance and insurance costs.

The Marion County Health Department worked with Pella Community Aquatic Center to increase healthy food and beverage options in time for the influx of youth enjoying the summer season. Using a nutritional assessment tool, NEMS-V, the partnership increased the healthy food options from 9 percent to 21 percent in time for summer demand. This effort will continue to try and reach the goal of 30 percent healthy food and beverage options available in the concession area.

Stay tuned for more successes, communities are accomplishing great things to improve the health of lowans!

Recent News



- Success stories are already rolling in!
- Smoke-free multi-unit housing training conducted in May.
- Advisory Committee and Leadership
 Team engaged in planning discussion.
- Iowa has been chosen for 3 national evaluations including, cost/benefit, context, and targeted surveillance.
- Iowa's evaluation plan was commended by CDC and data collection plans are underway.
- We welcomed Vickie Strosahl and
 Betty Johnston to our IDPH CTG Team!

The Community Transformation Grant (CTG) is intended to prevent leading causes of death and disability through evidence-based initiatives, environmental and systems change, and strengthening the health infrastructure. A minimum of 50% of the grant funds distributed to 26 local boards of health must be used for four strategic directions: Tobacco free living, active living and healthy eating, healthy and safe physical environments, and increased use of high impact clinical prevention services.

Metropolitan County Success Story:

Siouxland District Health worked with St. Luke's Regional Medical Center to create the StairWELL campaign, a program to engage, encourage, and motivate individuals to improved health and wellness.

St. Luke's Regional enhanced their stairwells to make them more inviting and placed motivational messages to help individuals take another step to better health.

Rural County Success Story:

The Cerro Gordo Public Health Department, recognizing that 46 percent of their restaurants were classified as fast food, engaged in assessing the food options available in restaurants in the county using NEMS-R criteria.

Future partnerships with restaurants are in the works and a Smart Phone application is being developed that will combine NEMS-R healthy options scores for restaurants with GIS mapping to help consumers make informed healthy choices.

am active and eating smart



Made possible with funding from the Centers for Disease Control and Prevention.

CTG Spotlight: Healthy Eating

According to 2010 BRFSS data, 66.2 percent of adult lowans were overweight or obese. To help reduce obesity and its corresponding chronic disease burden, lowa has set a goal to increase the number of people with access to environments with healthy food or beverage options. This includes the primary and secondary reach of all activities focused on healthy eating.

Activities to meet this goal include:

- Increasing the number of public places offering healthy food and beverage options using the NEMS-V criteria. For more information on NEMS-V, please visit www.nems-v.com.
- Increasing the number of worksites providing healthy food and beverage options through procurement and healthy meeting practices.
- Increasing the number of community locations including restaurants, farmer's markets, community gardens, concession stands, and grocery and convenience stores with healthy food and beverage options.
- Ensuring that all 99 lowa counties are covered under a comprehensive food systems plan.